

Proposed Outreach and Participation Plan for Amherst Master Plan

The following are recommendations for the design of an outreach and participation plan for the Amherst Master Plan. The plan should take into consideration previous participation efforts and incorporate the goals of the planning process.

The following outlines the Outreach and Participation Plan in terms of :

- Outreach : ways of making people aware of the process and inviting them to participate, including:
 - Branding the process (logo, name of project)
 - List of stakeholders
 - List of ways of accessing stakeholders
- Participation
 - Meetings
 - Alternatives to meetings (additional opportunities for input)
 - Ongoing status updates (e.g. press coverage, web site)

Many of the outreach and participation activities fulfill more than one purpose, often that of educating the public about the process and soliciting their input simultaneously. A community need not involve themselves in all the outreach and participation activities listed in the plan, however, the broader the participation on the part of the community, the more relevant the plan and the more likely it is to receive wide support and the less likely it is to be opposed.

STATEMENT OF PRIORITIES /MAIN PURPOSE AND DESIRED OUTCOMES

The Outreach and Participation should result in a shared understanding of residents' concerns and desires which will be articulated in a vision statement; the process itself should be one of community building and one which builds momentum for action.

The following is a list of outreach and participation activities discussed with the Steering Committee. The individual(s) listed as lead does not have to complete the activity on their own, but to coordinate it and to enlist others for help where desirable and appropriate.

Amherst Master Plan Steering Committee (AMP-SC)

Task	Individual	Sub-tasks	Status
OUTREACH			
Logo & Tag-line Contest		<ul style="list-style-type: none"> • Collect submissions • Coordinate selection process 	<i>In-process</i>
Develop Outreach Materials	Gordon Leady Marilyn Peterman	<ul style="list-style-type: none"> • Flyers (why master plan, etc.) • posters 	
Putting up posters /handing out flyers in public places	Gordon Leady Marilyn Peterman	<ul style="list-style-type: none"> • Post meeting announcements: churches, storefronts, libraries, Town Hall, schools, community center, senior center, Dump (Saturday mornings) 	
Develop postcard , magnets, or Business cards or other	David Schmida	<ul style="list-style-type: none"> • Web address • Logo & tag line • Distribute 	
Master plan presence at town events, meetings, ect.	Sally Wilkins Doug Kirkwood	<ul style="list-style-type: none"> • Identify town events, meetings & other events • Coordinate Steering Committee members to represent master plan with outreach materials 	
ON-GOING			
Media Coverage	Noel Ward	<ul style="list-style-type: none"> • Contact the Amherst Citizen and discuss possibility of on-going coverage of the issues – preferably in the same location in the paper • Contact First Selectmen and ask if they would read prepared master planning blurb at their meetings 	<i>Initial contact has been made</i>
Internet Liaison	John Harvey Rich Hart	<ul style="list-style-type: none"> • Update town web site announce meetings meeting notes interim reports • Compile responses 	<i>Web site has been set up</i>
School Liaison	Rich Hart Marilyn Peterman	<ul style="list-style-type: none"> • Contact individual in charge of Student Community Service • Publish meeting announcements, etc. in school newsletter • Involve school children: <ul style="list-style-type: none"> - essay contests - drawing/visions of future - interviews - research history of land use and/or other 	<i>Initial contact has been made</i>

		Contact Social Studies Coordinator	
Task	Individual	Sub-tasks	Status
PUBLIC MEETINGS			
Public Meetings <i>Tentative Schedule:</i> March 2007 May 2007 September 2007	Deirdre Roguski	<ul style="list-style-type: none"> • Reserve appropriate space • Arrange for refreshments • Ensure adequate supply of materials & supplies • Coordinate outreach with Consultants: • Oversee announcement dissemination: posters, press, school newsletter, cable TV, radio, etc. 	
ALTERNATIVES TO ATTENDING MEETINGS		PROVIDE ADDITIONAL OPPORTUNITIES FOR INPUT	
Suggestions Boxes	Meredith Borgioli	<ul style="list-style-type: none"> • Collect and compile suggestions box responses on a regular (weekly) basis • Advertise location, purpose and existence of suggestions box • Set up at the library and other location? 	
Wishing Wall	Brian Dillon	<ul style="list-style-type: none"> • Create & put up in library • Collect & compile responses weekly • Post periodic summary on web site 	
Neighbor Circle	Frank Stama	<ul style="list-style-type: none"> • Organize neighborhood coffees, wine & cheese, or dinners with alternating hosts (3 events organized around 3 questions) • Train facilitators • Compile responses 	
Study Circles	Frank Stama (to be determined)	<ul style="list-style-type: none"> • Organize town wide discussion groups organized around specific topics • Compile & summarize discussion points & coordinate way(s) to present input 	
OTHER???? Additional Web	John Harvey High school		

Activities Blog Forum Message Board	blogmaster ?		
Task	Individual	Sub-tasks	Status
EVENTS			
Photo exhibit	Rolf Biggers	<ul style="list-style-type: none"> Organize & advertise photo exhibit regarding what residents like/don't like about the town Post on web Exhibit in library 	
Cable TV Show	Linda Kaizer	<ul style="list-style-type: none"> Work with other Steering Committee members & Consultants Work with high school students Record show(s) in studio and/or "out and about town" 	
Library Exhibit	Nancy Head	<ul style="list-style-type: none"> Declare ____ Month, Amherst Month Work with librarian to gather & display Books, articles, artifacts Information on master planning process & how to participate 	
Image Bank	Brian Dillon	<ul style="list-style-type: none"> Ask residents for images from other towns of what they would like for Amherst Use web, newspaper, cable Organize & Create a narrated exhibit of these images 	
Awareness Walk	John Harvey Will Ludt	<ul style="list-style-type: none"> Organize a walking tour of targeted areas Ask w/relevant questions Compile photographs and/or commentary resulting from participation in awareness walk High schoolers videotape walks and put on web/cable TV Conservation Comm/Heritage 	
OTHER????	Marilyn Peterman		
Community Groups Business Groups		<ul style="list-style-type: none"> Outreach to their meetings 	

Master Plan float on 4 th of July			
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